

# Texas BRAZOS TRAIL REGION *Economic Impact*



The 18-county Texas Brazos Trail Region features rich heritage, diverse culture, and unforgettable history, including two Texas Historical Commission state historic sites. Travel and tourism are vital to the Texas economy, and the Brazos Trail Region is no exception. In 2018, direct travel spending in the Brazos Trail Region accounted for roughly \$2.8 billion of the overall \$80.3 billion spent by visitors to the state.

Visiting historic sites, communities, and museums is a significant component of the state's and region's travel industry. A 2015 study by The University of Texas at Austin and Rutgers University determined that more than 10.5 percent of all travel in Texas is heritage-related.

## Travel Matters



**\$2,799,320,000**  
direct travel spending in 2018



**\$89,540,000**  
state and local taxes generated  
from travel spending

## Travel Means Jobs



**28,680**  
jobs directly supported by  
tourism spending within the region



**\$803,920,000**  
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, August 2019

For more information, contact the Brazos Trail Region at [info@texasbrazostrail.com](mailto:info@texasbrazostrail.com).  
or the Heritage Tourism Program at the Texas Historical Commission at [community-heritage@thc.texas.gov](mailto:community-heritage@thc.texas.gov).

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